

CHICKASHA DAILY EXPRESS

By GEO. H. EVANS

OFFICIAL PAPER OF GRADY COUNTY

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 Three months, delivered by carrier.....1.20
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 Six months, by mail.....2.40
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 Single copy.....5c

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GIVES ALL THE LOCAL NEWS

CHICKASHA

NEWS BY U. P. WIRE DAILY

CRYING ALOUD IN THE WILDERNESS IN ARKANSAS.

Arkansas is again in the limelight by reason of a political orator who has arisen in her midst, crying aloud in the wilderness to summon her sons to patriotic duty at the ballot box. All the Oklahoma spiliers of all parties who ever used coarse brands of snot and cleverly cooked up nonsense to get votes must turn green with envy when they read some of the stuff which Judge L. C. Smith, candidate for governor, got off in the recent primary in a speech at Holly Grove, Ark. We give you an extract from the speech, as it appeared in the humor columns of the Literary Digest. Judge Smith, who by the way was defeated, said:

"Now, should you honor me with the office of governor and come to Little Rock on business after I am sworn in, and your wife should come along to do her shopping, drop in on your governor; but before you leave home if your grip is not too full, pull up some turnips, tops and all, and when you land I will have my little wife (who only weighs about 150 pounds) to put your name in the dinner pot. Also bring along your cologne and I will furnish the Hillside Navy, and we will sit down and talk about the interest of our state and discuss old times, and plan for the future prosperity of the state and better each other's needs and wants."

You know the good book tells us in this language, "He that is greatest among you shall be your servant; therefore, instead of you taking off your hat to your governor, he should take his hat off to you, because he is your servant. My time is up, and in conclusion permit me to state: That I never swear, or use profane language in any form and I do not like to be in company with a man who is addicted to profanity; but should you honor me with the office of governor, I will promise you now that you will have one of the damdest best governors that the state of Arkansas has ever had. Try me one time, fasten my hamstrings and hook my tugs, give me forty minutes sleep at the cross roads, a cake of cornbread and a pint of hoo licker and let me go. I thank you."

WHY ADVERTISING IS READ.

One of the foundation principles of successful newspaper work is that the closer anything comes home to the personal affairs of the reader, the more interest it excites. An item about the business interests of a neighbor is likely to be read with more attention than a report of some far-off disaster many miles away, affecting communities and people of which no one knows anything.

This gives one an idea why it is that advertisements are always read with such attentive interest. They

relate directly to the personal affairs of the public.

People are deeply concerned nowadays about the cost of living. They lie awake nights worrying about it. The club formed to discuss the poetry of Tennyson may spend much of its time talking over the cost of beef or the wages paid servants.

So anything relating directly to living costs appeals as keenly as anything there is in the newspaper. The account of the battles over in Europe are thrilling, but it is many miles away, and without immediate effect on the reader.

But when one learns from some wide awake merchant's advertising that he has acquired a lot of potatoes or oranges or flour or overcoats at a special bargain, and is prepared to close them out at a low price, the thing hits us where we live.

Everyone that wants to reduce his cost of living, and that includes nearly the whole community, is affected by such an advertisement. It is read more eagerly by the housewives than the news of the distant battle. The men also are interested, and ask their wives why they don't go there and buy.

Advertising is often the best news in the paper. Merchants who use it may be sure that every line they say is read.—Exchange.

WAR INSANITY.

The prolonged Verdun battle, like other phases of the great war, has become an old story. We are no longer moved by the news of it. Reports of so many meters gained, of a bombardment of so many thousand of men, make little impression. It is only mathematical. We make a sort of academic reckoning of it, as so much to the good or so much to the bad, according as the report suits our partisan sympathies, and then forget it.

But here is what is actually happening at Verdun, as told by a French captain:

"West of the Meuse, at least, one dies in the open air, but at Douaumont is the horror of darkness, where men fight in tunnels, screaming with the lust of butchery deafened by shells and grenades, stifled by smoke."

"Even the wounded refuse to abandon the struggle. As though possessed by devils, they fight on until they fall senseless from loss of blood. A

surgeon in a front line post told me that in a redoubt at the south part of the fort, of 200 French dead, fully half had more than two wounds. Those he was able to treat seemed utterly insane. They kept shouting war cries and their eyes blazed, and, strangest of all, they appeared indifferent to pain. At one moment anesthetics ran out owing to the impossibility of bringing forward fresh supplies through the bombardment. Arms, even legs, were amputated without a groan, and even afterward the men seemed not to have felt the shock."

And that is what war has come to. It is worse than anything Sherman ever dreamed of. Who can contemplate that vivid picture of blood and clamor and darkness and battle fury without shuddering that human beings like himself should come to this?



Strength

—both of body and mind—is wonderfully promoted by including in the diet a daily ration of

Grape-Nuts

This delicious food contains all the nutriment and energizing properties of whole wheat and barley from which it is made, and is especially rich in the mineral phosphates furnished by these grains. These mineral elements are lacking in many foods, but absolutely necessary for proper growth and maintenance of body, brain and nerves.

Grape-Nuts food has delightful flavor, is easily digested, and comes ready to eat—crisp, sweet and wonderfully nourishing.

From childhood to old age—GRAPE-NUTS.

"There's a Reason"

Who can read it and not pray for peace?—Tulsa Democrat.

EXPRESS PACKETTES.

Top seriously we play the game in our mad rush for wealth and fame. It helps a lot along the way to mix with work a little play.

But holding her hand the summer after they are married isn't half as thrilling.

Si Simp says he notices that the more paint a woman puts on her face the redder it is.

The "favorite sons" might just as well step aside in Chicago—one of the "big leaguers" will get it.

Besides, it is pretty hard for an editor to be an optimist with the price of print paper soaring sky-high.

If the average woman just had enough spending money she could easily get rich on trading stamps.

"Where did you get that big fly awatter?" asked a little tot in Chickasha when he saw a tennis racquet.

And a man can like himself out in a \$7 Palm Beach and feel just as well as he would if he were wearing a real suit of clothes.

It is going to be hard for the warriors in Europe to get on the front page while the battle in Chicago is going on this week.

Tom Taylor's calf was missing three months before he reported it to the sheriff. Under the circumstances, it doesn't look like he deserves to own the dear cowlet.

The loud noise which you heard in the neighborhood of Third and Chickasha avenue Saturday evening was not made by a Socialist spiliers. It was merely some lawyers blowing off in Justice Moore's court.

After Mr. Duin, the Western Union magnate, had looked all over town for his ice cream coat which he suspected somebody of stealing, he found it hanging on a hook when he went home in the evening. No, he isn't a bit absent minded.

REAL ESTATE TRANSFERS.
 Compiled by the Grady County Abstract Company, Tye building, North Fourth street.

Henry Breeze to Lizzie A. Spohrer, lot 4, block 10, Williams ad. Tuttle, \$300.

U. S. of America to Jas. A. Ridley, patent ne4 10-3-3.

R. H. Ucker to E. M. and Annie Kohler, part sw4 se4 9-7-7, \$235.

R. E. Davenport to Bettie F. Jones, nw4 nw4 sw4; ne4 se4; e2 nw4 sw4; nw4 nw4 se4; ne4 sw4; ne4 nw4 sw4 20-5-7, \$3250.

E. H. Perry to L. F. Mankoff, sw4 se4; se4 ne4 se4 26-9-8, \$1.

P. S. Kern to Berri M. Denny, sw4 19-9-8, \$1.

Same to Jno. N. Kern, sw4 29-9-8, \$1.

Something New in Dinnerware

The Blue Bird has always been the harbinger of Spring and sunshine. According to all folklore, the bringer of happiness and contentment. This Blue Bird is the design of a Dinner Set made by one of the foremost American potters. The highest point reached in harmony of color, chaste design and, at the same time, the latest thing in the prevailing mode. It will prove to be the greatest ever—a Blue Bird in blue and turquoise with the red of nature on the breast, finished in deep blue lines and tracing. To see it laid out complete is to hear an ejaculation of wonder from every lady who views it.

See the Blue Bird Set in Our Window



42-Piece, regular \$10 Value, at . . \$5.75

50-Piece, regular \$12.50 Value, at \$6.50

50-piece set consists of 6 dinner plates, 6 cups, 1 meat platter, 1 cover sugar bowl, 6 pie plates, 6 saucers, 1 oblong potato dish, 1 pickle dish, 6 fruit saucers, 6 soup plates, 1 cream pitcher, 6 butter chips, 1 covered vegetable dish.

J. E. SCHOW

Furniture and Undertaking

Phone 291.

Phone 61

White Work

Your Shirt-waists and white Summer Lingerie will be snowy-white and look cool and comfortable if we do your laundry work.

Let Us Lighten Your Summer Drudgery.

We Give Green Trading Stamps

Martin's Steam Laundry

Phone 101

WANTED—Clean cotton rags at the Daily Express office. Highest cash price paid.

REDUCE THE HIGH COST OF LIVING

BY HAVING YOUR

Prescriptions Filled at THIS STORE

You get your money's worth. You get just what your physician orders.

We call for and deliver Prescriptions

The Palace Pharmacy

Phone 7.

Free Delivery

They do what you've always wished one would do—

They SATISFY!

Get the Answer TUESDAY!